Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

    1.-30. (Cancelled)

    31. (Currently amended)    A computer-implemented method of comparing input names and [[a]] stored names, the method comprising:

    accessing an input name of a particular human culture;

    accessing a stored name of the particular human culture;

    selecting a first linguistic algorithm that is based on the stored name and other names in the particular human culture, the first linguistic algorithm being based on one or more linguistic features of the particular human culture, the one or more linguistic features including one or more of phonological features, orthographic features, semantic features, syntactic features, n-gram based features, the number of elements in names, the types of elements in names, variations in spelling of a name, accounting for exclusion of expected information in a name, positional information of names, inclusion of additional information in a name, and whether surnames match;

    selecting a second linguistic algorithm, different from the first linguistic algorithm, that is based on the stored name and other names in the particular human culture, the second linguistic algorithm being based on one or more linguistic features of the particular human culture, the one or more linguistic features including one or more of phonological features, orthographic features, semantic features, syntactic features, n-gram based features, the number of elements in names, the types of elements in names, variations in spelling of a name, accounting for exclusion of expected information in a name, positional information of names, inclusion of additional information in a name, and whether surnames match, wherein the first linguistic algorithm and

the second linguistic algorithm are based on different linguistic features of the particular human culture;

comparing the input name and the stored name using the first linguistic algorithm;

comparing the input name and the stored name using the second linguistic algorithm; and

providing a non-binary indication of whether the input name matches the stored name based on (i) the comparing of the input name and the stored name using the first linguistic algorithm and (ii) the comparing of the input name and the stored name using the second linguistic algorithm.

32. (Previously presented)    The method of claim 31 wherein selecting the first linguistic algorithm comprises:

selecting a set of algorithms based on names in the particular culture, the set of algorithms being selected from among multiple sets of algorithms, each set of algorithms being based on names in a different culture; and

selecting the first linguistic algorithm from the set of algorithms.

33. (Previously presented)    The method of claim 31 wherein selecting the first linguistic algorithm comprises selecting the first linguistic algorithm from among multiple algorithms, each algorithm being based on names in a different culture.

34. (Previously Presented)    The method of claim 31 wherein providing the indication comprises providing an indication that the input name matches the stored name.

35. (Previously presented)    The method of claim 31 further comprising:

accessing a second stored name of the particular culture;

comparing the input name and the second stored name using the first linguistic algorithm; and

providing an indication of whether the input name matches the second stored name based on the comparing of the input name and the second stored name.

36. (Previously Presented)   The method of claim 35 wherein:

providing the indication of whether the input name matches the stored name comprises providing an indication that the input name matches the stored name, and

providing the indication of whether the input name matches the second stored name comprises providing an indication that the input name matches the second stored name.

37. (Previously Presented)   The method of claim 35 wherein:

comparing the input name and the stored name comprises producing a score indicating likelihood of the input name matching the stored name, and

comparing the input name and the second stored name comprises producing a second score indicating likelihood of the input name matching the second stored name.

38. (Previously Presented)   The method of claim 37 further comprising ranking the stored name and the second stored name based on the score and the second score.

39. (Previously Presented)   The method of claim 31 wherein comparing the input name and the stored name comprises segmenting the input name into different types of elements, the segmenting being based on the particular culture.

40. (Previously Presented)   The method of claim 39 wherein segmenting the input name is based on a space in the input name.

41. (Previously Presented)   The method of claim 39 wherein segmenting the input name contributes to a determination of where a space should appear in the input name.

42. (Previously Presented)    The method of claim 39 wherein comparing the input name and the stored name further comprises assigning a weight to an element of the input name based on the particular culture and based on a type of the element, the weight indicating a relative amount of identifying information expected to be contained in the element.

43. (Previously Presented)    The method of claim 42 wherein assigning the weight comprises assigning a relatively low weight to the element.

44. (Previously Presented)    The method of claim 43 wherein the element comprises a title.

45. (Previously Presented)    The method of claim 43 wherein the element comprises an affix.

46. (Previously Presented)    The method of claim 43 wherein the element comprises a qualifier.

47. (Previously presented)    The method of claim 31 wherein the first linguistic algorithm is based on a naming convention in the particular culture, and comparing comprises comparing using the first linguistic algorithm that is based on the naming convention.

48. (Previously Presented)    The method of claim 47 wherein the naming convention includes information on which name element has the most valuable identifying information.

49. (Previously Presented)    The method of claim 48 wherein the naming convention identifies the last of multiple surnames as having the most valuable identifying information.

50. (Previously Presented)    The method of claim 31 wherein comparing comprises producing a score indicating likelihood of the input name matching the stored name.

51. (Previously Presented)    The method of claim 50 wherein providing the indication comprises providing the score.

52. (Previously Presented)    The method of claim 51 wherein providing the score comprises providing the score to a user.

53. (Previously Presented)    The method of claim 50 wherein the score is non-binary.

54. (Previously Presented)    The method of claim 50 wherein the score indicates a partial match between the input name and the stored name.

55. (Previously presented)    The method of claim 31 wherein comparing the input name and the stored name using the first linguistic algorithm comprises comparing phonological similarity of the input name and the stored name.

56. (Previously presented)    The method of claim 31 wherein comparing the input name and the stored name using the first linguistic algorithm comprises comparing orthographic similarity of the input name and the stored name.

57. (Previously presented)    The method of claim 31 wherein comparing the input name and the stored name using the first linguistic algorithm comprises comparing syntax of elements of the input name and elements of the stored name.

58. (Previously presented)    The method of claim 31 wherein comparing the input name and the stored name using the first linguistic algorithm comprises comparing semantic equivalence of the input name and the stored name.

59. (Previously presented)    The method of claim 56 wherein comparing the input name and the stored name using the first linguistic algorithm comprises performing an n-gram analysis of the input name and the stored name.

60. (Previously Presented)    The method of claim 59 wherein performing the n-gram analysis comprises performing a digram analysis.

61. (Previously Presented)    The method of claim 59 wherein performing the n-gram analysis considers position of n-grams within the input name and the stored name.

62. (Previously presented)    The method of claim 31 wherein comparing the input name and the stored name using the first linguistic algorithm comprises comparing discrepancy in number of elements of the input name and the stored name.

63. (Previously presented)    The method of claim 31 wherein comparing the input name and the stored name using the first linguistic algorithm comprises accounting for variations in spelling of the input name or the stored name.

64. (Previously presented)    The method of claim 31 wherein comparing the input name and the stored name using the first linguistic algorithm comprises accounting for exclusion of expected information in the input name or the stored name.

65. (Previously presented)    The method of claim 31 wherein comparing the input name and the stored name using the first linguistic algorithm comprises comparing positional information of the input name and the stored name.

66. (Previously presented)    The method of claim 31 wherein comparing the input name and the stored name using the first linguistic algorithm comprises accounting for inclusion of additional information in the input name or the stored name.

67. (Previously Presented)    The method of claim 31 wherein:

comparing the input name and the stored name comprises determining whether surnames of the input name and the stored name match, and

providing the indication comprises providing an indication that the input name does not match the stored name if surnames of the input name and the stored name do not match.

68. (Previously Presented)    The method of claim 31 wherein:

the input name is a predictable variation of the stored name, and

providing the indication comprising providing an indication that the input name matches the stored name.

69. (Previously Presented)    The method of claim 31 wherein:

the input name is a random variation of the stored name, and

providing the indication comprising providing an indication that the input name matches the stored name.

70. (Previously Presented)    The method of claim 31 wherein:

the input name includes a first element randomly varied from the stored name and a second element predictably varied from the stored name, and

providing the indication comprising providing an indication that the input name matches the stored name.

71. (Previously Presented)   The method of claim 31 wherein comparing the input name and the stored name is based on a user-configurable parameter.

72. (Previously Presented)   The method of claim 31 wherein accessing the stored name comprises accessing a name that is stored in volatile memory.

73.-111. (Cancelled)

112. (Currently amended)   An apparatus comprising a computer readable medium having instructions stored thereon that when executed by a machine result in at least the following:

accessing an input name of a particular human culture;

accessing a stored name of the particular human culture;

selecting a first linguistic algorithm that is based on the stored name and other names in the particular human culture, the first linguistic algorithm being based on one or more linguistic features of the particular human culture, the one or more linguistic features including one or more of phonological features, orthographic features, semantic features, syntactic features, n-gram based features, the number of elements in names, the types of elements in names, variations in spelling of a name, accounting for exclusion of expected information in a name, positional information of names, inclusion of additional information in a name, and whether surnames match;

selecting a second linguistic algorithm, different from the first linguistic algorithm, that is based on the stored name and other names in the particular human culture, wherein the second linguistic algorithm being based on one or more linguistic features of the particular human culture, the one or more linguistic features including one or more of phonological features,

orthographic features, semantic features, syntactic features, n-gram based features, the number of elements in names, the types of elements in names, variations in spelling of a name, accounting for exclusion of expected information in a name, positional information of names, inclusion of additional information in a name, and whether surnames match, wherein the first linguistic algorithm and the second linguistic algorithm are based on different linguistic features of the particular human culture;

comparing the input name and the stored name using the first linguistic algorithm;

comparing the input name and the stored name using the second linguistic algorithm; and

providing a non-binary indication of whether the input name matches the stored name based on (i) the comparing of the input name and the stored name using the first linguistic algorithm and (ii) the comparing of the input name and the stored name using the second linguistic algorithm.

113. (Cancelled)